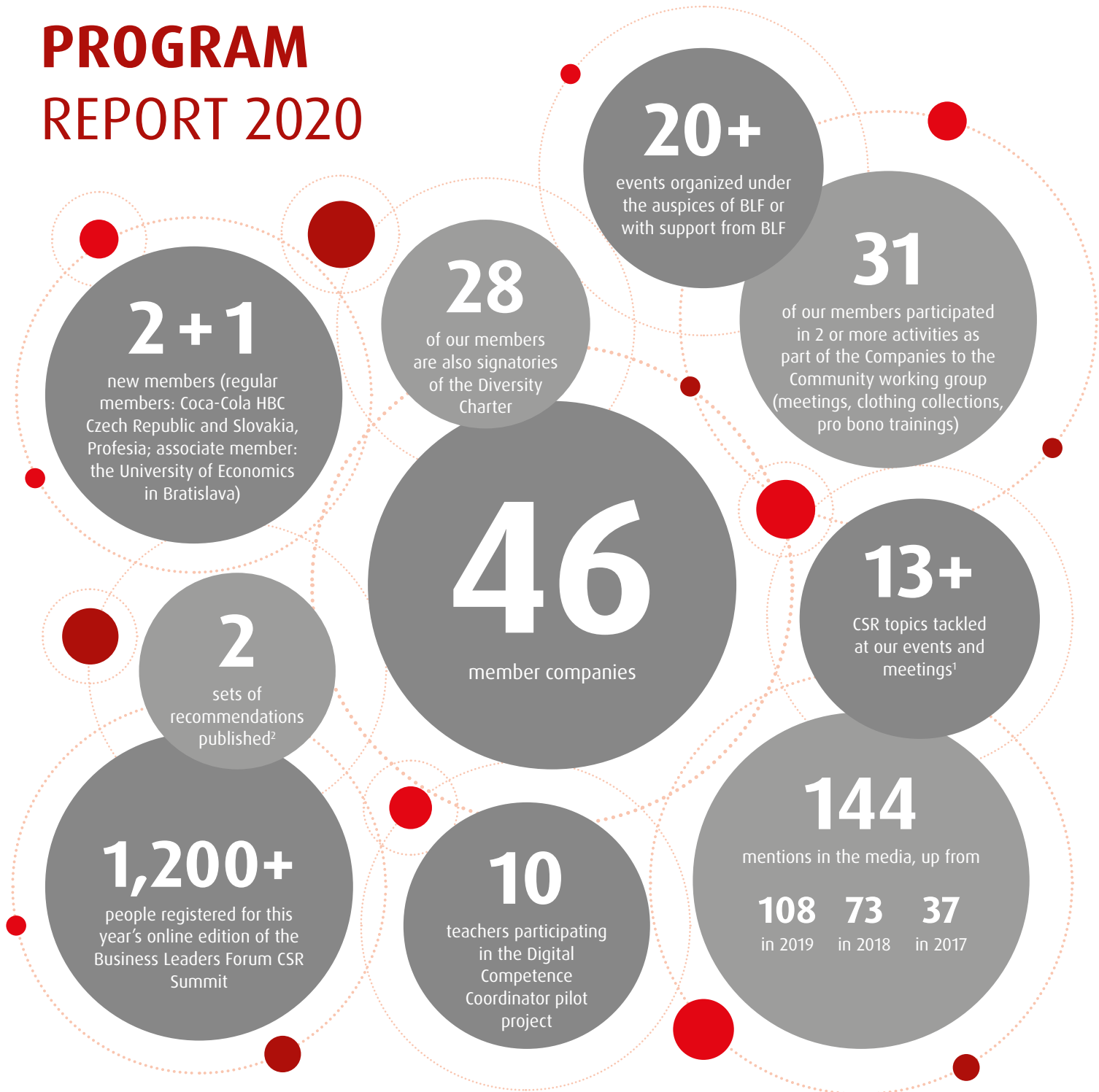




PROGRAM REPORT 2020



¹ Children's Digital Skills / Supporting Corporate Volunteering / Preventing Workplace Discrimination / Employer Branding / From Zero-Waste to Carbon-Neutral Offices / Age Diversity and Employing Older People / Working From Home With Children / Returning to the Workplace / Violence Against Women / CSR in the New Normal / The Role of Companies in Times of Crisis / Measuring the Impact of Philanthropic Programs / Workplace Diversity and Inclusion in the COVID Era + other topics discussed as part of the 2020 CSR Summit

² From a Waste-Free to a CO2-Neutral Office / Employer Branding & Millennials

Overview of selected activities in 2020

MARCH

DIVERSITY CHARTER: Annual signatory meeting

Companies and organizations that have committed to promoting the principles of workplace diversity and inclusion met in Bratislava. The annual meeting also included a session where the signatories shared their experience with (non-)discrimination in the workplace.



JAN

JANUARY

Stakeholder dialogue with the City of Bratislava

For the first time, representatives of the private sector (12 BLF members) met with representatives of the municipality in order to look for specific ways companies could contribute to "green solutions" in Bratislava.



SEPTEMBER

CEO Meeting, online

For the first time ever, the annual meeting of CEOs from BLF member companies took place online. At the meeting, Tatra banka CEO Michal Liday handed over the BLF presidency to ESET CEO Richard Marko. The meeting finished with a discussion about the role of companies during the pandemic, with Peter Škodný as guest.

"The role of leaders is to lead, however simple that may sound. It's not just about leading by example, but also about being a voice of reason."



Peter Škodný
BLF President in 2016/2017 and Advisor to the Prime Minister.

SEPTEMBER

Member networking meeting, online

The quarterly meeting of member companies also included a discussion about CSR in the "new normal", as well as opportunities for cooperation between companies. The meeting included presentations by Coca-Cola HBC Czech Republic and Slovakia, Kaufland Slovakia, and Lidl Slovakia.



FEBRUARY

COMPANIES TO THE COMMUNITY: Supporting Corporate Volunteering, Košice

How to start a company volunteering program, address the associated legal issues, and create a reward system? At this seminar, BLF members dm drogerie markt, U. S. Steel Košice, and Whirlpool Slovakia shared their experience and practical advice.



Ľubomíra Šoltésová
U. S. Steel Košice

"The key is getting support from the management. Ideally, the managers should even participate in volunteering activities and events. By doing so, they set an example for the employees, which has a positive effect on their motivation."

JULY

AUGUST

DIGITAL SKILLS: Digital Coordinators

A survey by the Focus agency showed that computer science is one of the most important subjects for students' future. However, the Slovak education system has significant shortcomings when it comes to the development of digital skills, which decreases the students' chances of finding work. To address this problem, the Digital Skills platform has launched a pilot program and trained coordinators at 10 schools.



Alena Kanabová
Accenture

"We want every school to have a teacher with the necessary know-how and the ability to support their other colleagues in their efforts of strengthening students' digital skills and using information technology in the education process."

SEP

SEPTEMBER

COMPANIES TO THE COMMUNITY: Our City 2020

The corporate volunteering event saw more than 3,500 participants in 14 cities and towns helping 97 non-profit organizations, low-threshold centers, as well as schools and kindergartens. The activities took place under strict hygienic conditions and in small groups. 21 BLF members participated as well. 21 BLF members participated as well.

OCTOBER

Business Leaders Forum CSR Summit, online

The biggest CSR conference in Slovakia had more than 1,200 registered attendees this year. During the event, 31 speakers shared their know-how in 14 CSR topics. The second edition of the SDG Awards, which was opened by American economist Jeffrey Sachs, also took place as part of the event.



"The pandemic has taught us that we need to listen to scientists and experts, and create room in society for knowledge and competence. This way, we can avoid being caught by surprise in the future, like we were this time."

Jeffrey Sachs
Columbia University, USA

MARCH

New BLF President and admission of new members, online

Richard Marko from ESET became the association's new president. Three new members were admitted (Coca-Cola HBC Czech Republic and Slovakia, Profesia, and the University of Economics in Bratislava) after being approved online by a two-thirds majority.



In 2020, we published 2 sets of practical recommendations for companies. The first set focused on employer branding strategies – what not to forget when setting one up, how to develop it, and why companies need to pay attention to millennials. The second set of recommendations focused on how to create a zero-waste and carbon-neutral office. All BLF recommendations are available for free at www.blf.sk.

APR

MARCH

BLF Relay 1, online

We organized a discussion on Employer Branding with experts from the HEORES-EB agency. Our members dm drogerie markt, Swiss Re, and Tatra banka presented their solutions.

MARCH

BLF Relay 2, online

Experts from the INCIEN institute and Salvis discussed zero-waste and carbon-neutral offices. ESET and YIT Slovakia shared their examples of best practice.

MAY

DIVERSITY CHARTER: Age Diversity and Employing Older People, online

To celebrate Diversity Day, Slovak and Czech experts shared their experience with employing people above 50.

"One of the biggest advantages of older people is their loyalty – as many as 85% of people in the 45–54 age group aren't considering changing jobs."



Anna Podlesná
Profesia

JUNE

JUNE

Member networking meeting, online

The meeting focused on domestic violence, specifically against women, which had increased because of the pandemic. The discussion was organized with the expert assistance of Olga Pietruchová. Our members dm drogerie markt, Up Slovensko, and U. S. Steel Košice shared their experience with helping female employees and raising awareness about the issue.

"Violence against women is present at all levels of society. The only difference is how women perceive this violence, how they experience it, and how quickly they are able to escape it. Educated women who can support themselves financially are able to escape perpetrators of domestic violence much faster and easier."



Olga Pietruchová
expert on gender equality



"Showing an interest in the things going on in society and building values brings companies long-term prosperity. Getting involved in public matters, committing to promote values such as decency, ethics, and fairness, as well as providing systematic philanthropic support – these things give companies a real impact on the development of society."

Richard Marko,
BLF President and ESET CEO

OKT

NOVEMBER

DIVERSITY CHARTER: Workplace Diversity and Inclusion in the COVID Era, online

The Diversity Charter signing ceremony also included a discussion of CEOs from Microsoft, Philip Morris Slovakia, and Tesco Stores SR. By the end of 2020, the Diversity Charter had as many as 85 signatories from the private, non-profit, and academic sectors.

"If we create diversified teams and an inclusive culture, our co-workers are more satisfied. And that's important if we want to provide the best possible daily service to our customers."



Martin Kuruc
Tesco
Stores SR



NOVEMBER

Via Bona Slovakia 2019 award ceremony, online

This prestigious award presented by the Pontis Foundation, which recognizes the best examples of corporate social responsibility in Slovakia, also went to BLF members: ESET, ČSOB, Profesia, Slovenské elektrárne, and Whirlpool Slovakia.

NOV

NOVEMBER

BLF Relay 3, online

Accenture, Slovak Telekom, and Profesia shared their experience with measuring the impact of philanthropic programs. This edition of the Relay also included an expert presentation by Norbert Maur from the Pontis Foundation, who explained impact measurement using the example of the Genera-tion 3.0 program.

DEC

DECEMBER

COMPANIES TO THE COMMUNITY: Collection for people in need

15 BLF members at 23 locations participated in a clothing collection that took place this fall between 30 November and 4 December. The participating companies supported 23 assistance organizations and 3 families from the Srdce pre deti program. Another collection took place this summer, when 17 BLF members participated at 27 locations, supporting 31 families from the Srdce pre deti program and 25 organizations that provide help to people in need and mitigate the environmental impact of the clothing industry.



Ivana Vagaská
Chief Executive
Officer of BLF

“At the Business Leaders Forum, but not just there, we learned a lot from 2020: how to manage our worries and uncertainty, how to find ways to carry on. But not only that – 2020 also taught us how to turn a crisis into an opportunity. Although back in March it looked impossible, today we can say that we managed to get through the year successfully.

All our planned activities took place online, which has become the new normal. We actually managed to organize even more activities, meeting with BLF members who would otherwise have to consider whether the long trip to Bratislava is worth it. While it may sound like a paradox, this period of social distancing has allowed us to be in even closer contact. This was definitely the case with our flagship event – Business Leaders Forum CSR Summit. Moving the event online and making it free to attend for everyone brought us as many as 1,200 registered attendees.

This year was difficult, but it gave us a lot. A big thank you to all our members, partners, and supporters. As for our goal for the future, we’re setting one that’s equally true for other aspects of life: Always stay connected”

Members

